



# A 21<sup>st</sup> Century Approach to Health: Integrating Clinical Care and Community-Level Prevention



**Leslie Mikkelsen**  
Managing Director

2013 Arizona Immunization  
Conference  
04/18/2013



<http://www.facebook.com/PreventionInstitute.org>



@preventioninst



*Photo courtesy of Michael Allen Smith*



*Photo courtesy of [www.historyofvaccines.org](http://www.historyofvaccines.org)*

# Prevention Works

- ◆ *Bans on School Junk Food*
- ◆ *Child Restraint and Safety Belt Use*
- ◆ *Smoking Prevention*
- ◆ *Motorcycle and Bicycle Helmet Laws*
- ◆ *School-Based Wellness Policies for PA*
- ◆ *Childhood Immunizations*





# NORMS

more than a habit

based in  
culture & tradition

taken for granted  
behavior shapers

communicate regularity  
in behavior

sanction behavior

attitudes,  
beliefs,  
ways of being

# Oh, Britney...





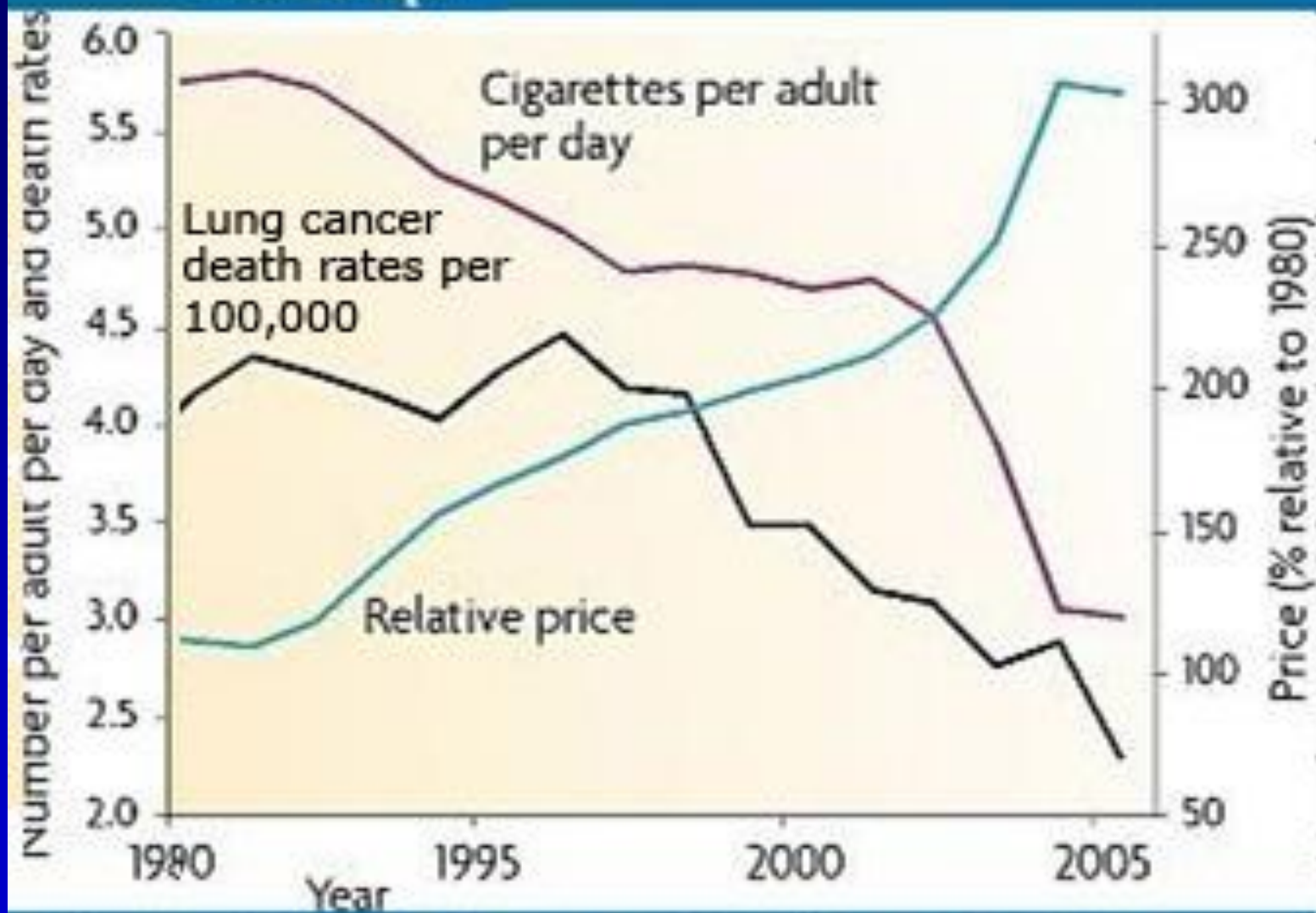


**“The frog is riding a bike  
without his helmet! There  
are no seatbelts in that car!”**

*Susanna Mikkelsen, 5 years old*



# Medscape



Source: Nat Rev Cancer © 2009 Nature Publishing Group

**The California Tobacco Control Program saved \$86 billion in its first 15 years.**

**During the same period, the state spent only \$1.8 billion, a 50-to-1 return on investment.**

# 30 states have smokefree laws for at least one of the following:



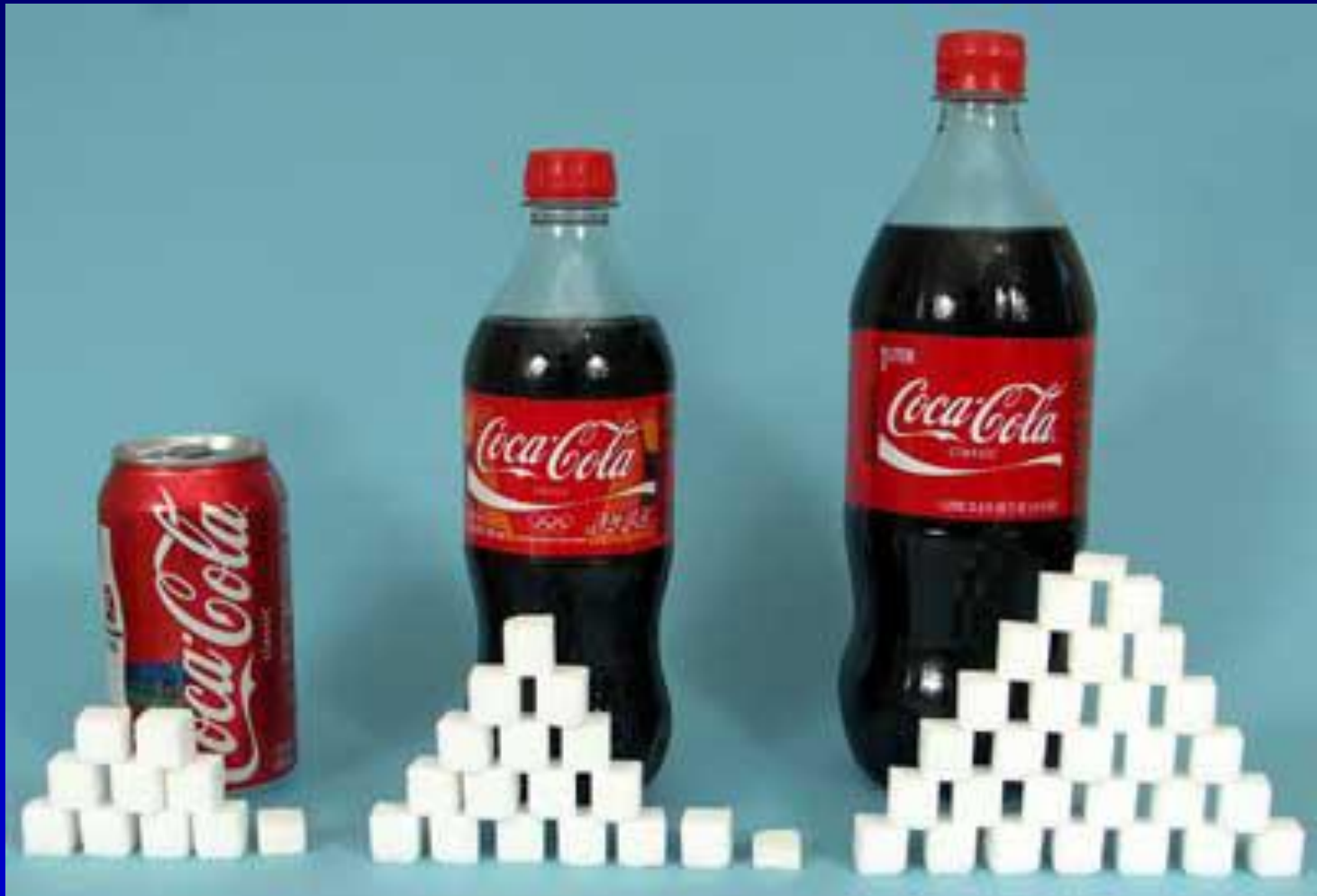
Bars



Workplaces



Restaurants



*Photo courtesy of [sugarstacks.com](http://sugarstacks.com)*





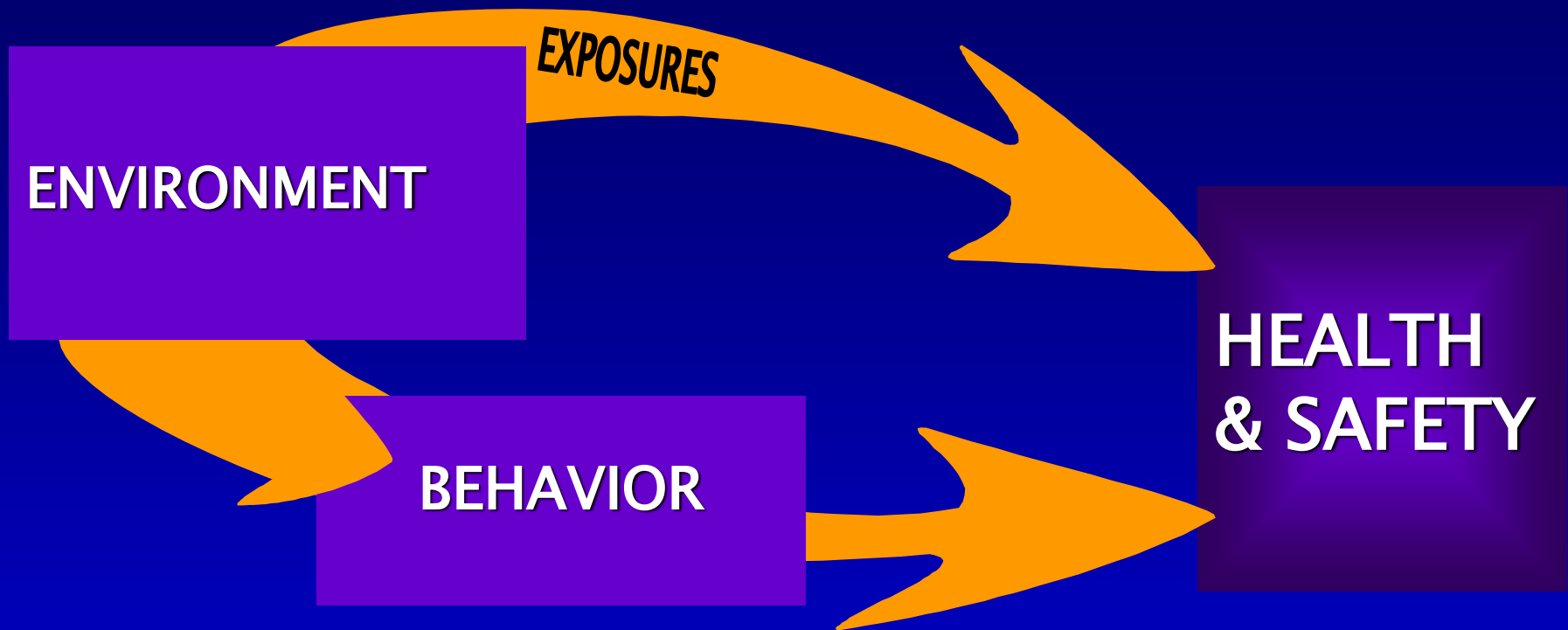


# BEYOND Brochures





Prevention  
Institute  
Prevention  
and  
equity | at the center of community well-being



# **What's Health Got To Do With It?**









Photo courtesy of Latino Health Access





Photo courtesy of Latino Health Access



Photo courtesy of Latino Health Access





*Photo courtesy of [http://spacedust.atspace.com/soccer\\_archery.html](http://spacedust.atspace.com/soccer_archery.html)*





Photo courtesy of PHI















**HIKERS and BIKERS**  
Move to the side of  
the road when a  
vehicle approaches

**“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”**

Institute of Medicine

# A 21<sup>st</sup> Century Approach

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Advance prevention and equity

Foster partnerships across sectors

Implement policy, systems and  
environmental change

# **QUALITY**

## **Prevention**

### **is the Prescription**





# Take 2 Steps to Prevention

Environment

Exposures  
& Behaviors

Health Care  
Services









*Photo courtesy of [http://tycohealth-ece.com/files/d0003/ty\\_rm33d7.jpg](http://tycohealth-ece.com/files/d0003/ty_rm33d7.jpg)*

# Medical Care Alone Cannot Reduce Injuries and Inequities

---

- ◆ Not the primary determinant of health
- ◆ Treats one person at a time
- ◆ Often comes late; can't always restore health



# The 1<sup>st</sup> step ...



Environment

Exposures  
& Behaviors

Health Care  
Services

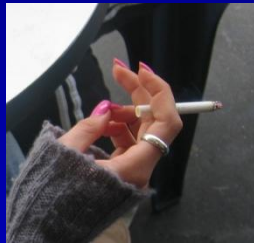


# Making Links to Exposures & Behaviors

Diet &  
Activity  
Patterns



Tobacco



Alcohol  
& Drugs



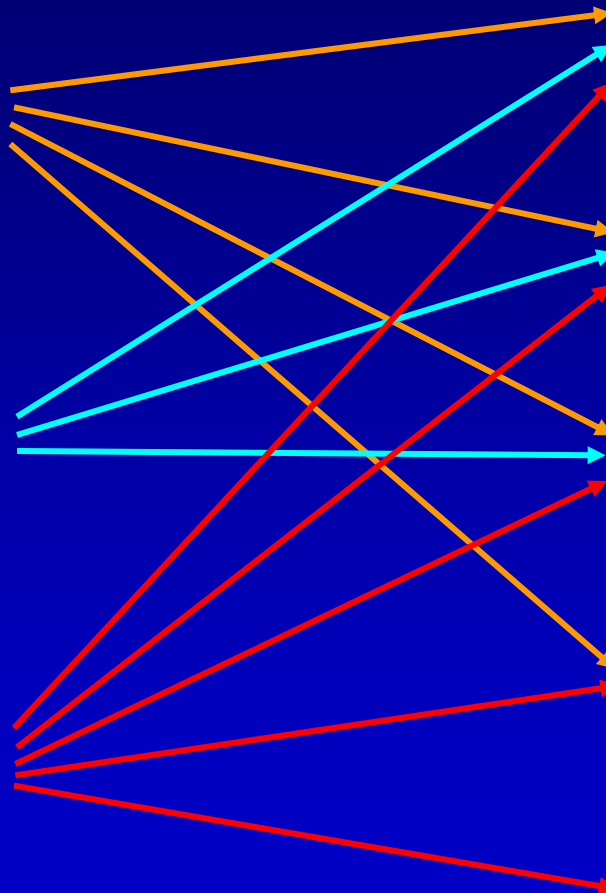
Heart Disease

Cancer

Stroke

Type 2 Diabetes

Injuries  
& Violence



**SOURCE:** McGinnis JM , Foege WH. Actual causes of death in the United States.  
*Journal of the American Medical Association.* 1993; 270: 2207-2213.

# Let's take another step ...



Environment

Exposures  
& Behaviors

Health Care  
Services







# What's Sold and Promoted



# What's Sold and Promoted



VS.



Industry  
Group

---

Supermarkets

7

27

---

Carry-out  
eating places

26

24

---

Bars/Taverns

35

11

---

# What's Sold and Promoted



VS.



Industry  
Group

Low-Wealth  
Neighborhood

High-Wealth  
Neighborhood

---

Supermarkets

7

27

---

Carry-out  
eating places

26

24

---

Bars/Taverns

35

11

---



# Elements of Community Health

## PLACE

- ◆ What's sold & how it's promoted

# Elements of Community Health

## EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

## HEALTH CARE SERVICES

- ◆ Preventative services
- ◆ Access
- ◆ Treatment quality, disease management, in-patient services, & alternative medicine
- ◆ Cultural competence
- ◆ Emergency response

## PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

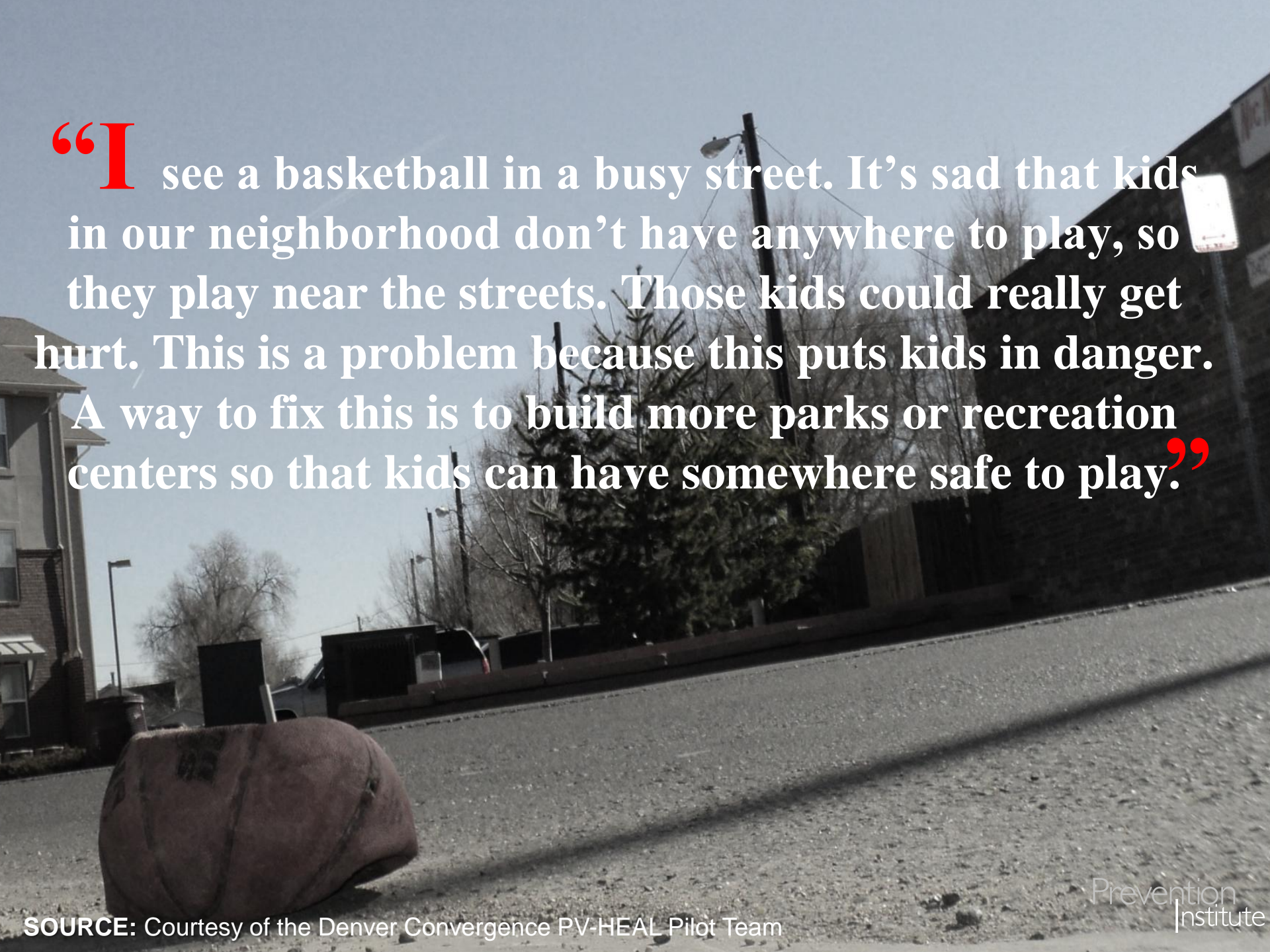
## PEOPLE

- ◆ Social networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Norms/Costumbres

“

The health inequities we see...are not  
about just individual bad choices:  
they are about things not being fair”

*Nancy Krieger, Harvard School of Public Health*



**“I** see a basketball in a busy street. It’s sad that kids in our neighborhood don’t have anywhere to play, so they play near the streets. Those kids could really get hurt. This is a problem because this puts kids in danger. A way to fix this is to build more parks or recreation centers so that kids can have somewhere safe to play.”

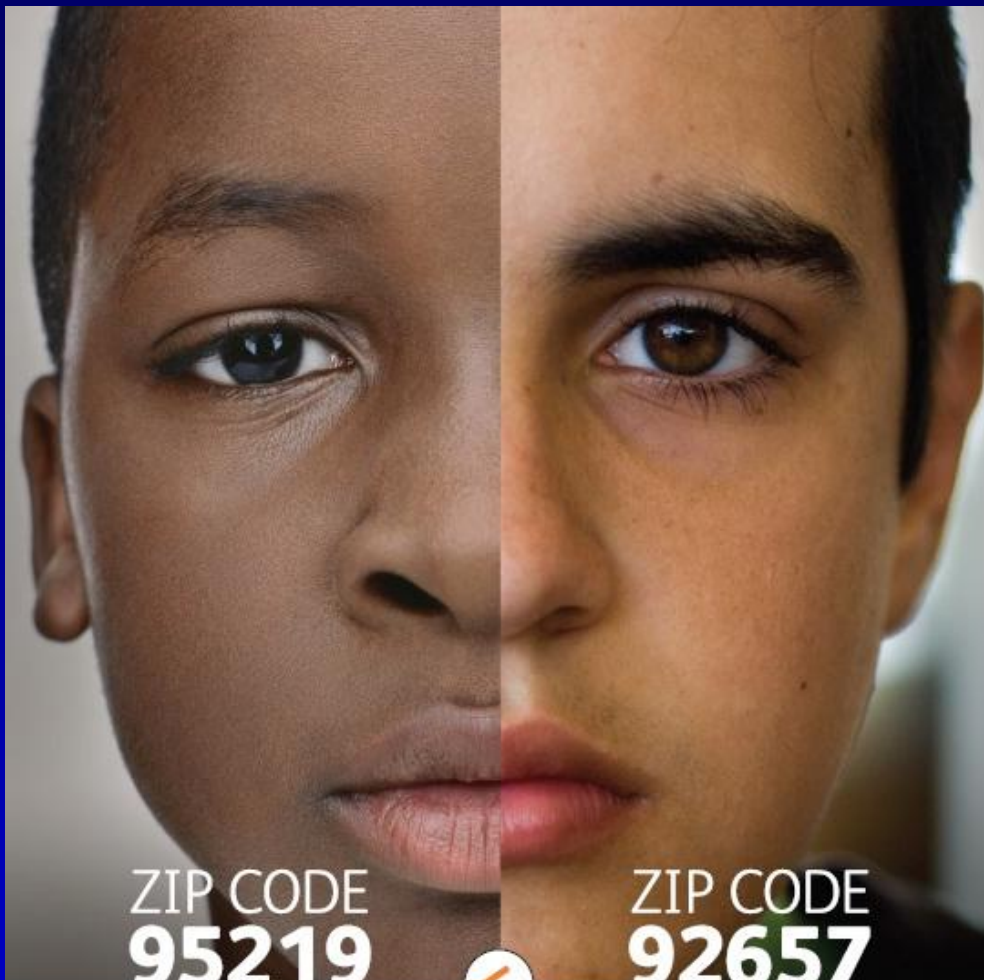
**SOURCE:** Courtesy of the Denver Convergence PV-HEAL Pilot Team

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“So many different companies see the people in our neighborhood as just a way to get paid, so they really don’t care about us. It is evident seeing how easy they provide us with unhealthy food that will likely end up with us in the hospital with a disease or dead, unless we do something about it!”



ZIP CODE  
**95219**

Life Expectancy

**73**

ZIP CODE  
**92657**

Life Expectancy

**88**

To learn more visit  
[www.calendow.org](http://www.calendow.org)

Your **zip code** should not determine the length of your life. This year, California legislators and Governor Jerry Brown recognized that **health happens in neighborhoods**. The California Endowment would like to thank California's leaders for taking steps to make our communities and our state stronger.

**AB 581 (Perez)** : Brings grocery stores to neighborhoods where they are needed.

**AB 6 (Fuentes)** : Eliminates bureaucratic red tape for families who need access to healthy food.

**SB 20 (Padilla)** : Gives Californians the facts about restaurant food.

**SB 244 (Wolk)** : Requires local land use planning to include improvement of disadvantaged communities.



In Neighborhoods

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# Building a Movement



# Promote Joint Use of Recreational Facilities





# Louisville: benefits for small business, too

## Healthy Corner Stores



Louisvilleky.gov

Prevention  
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# Worksite Wellness: Pinellas County Stairs



# Smoke-Free Housing Policies

*Boston, Massachusetts*

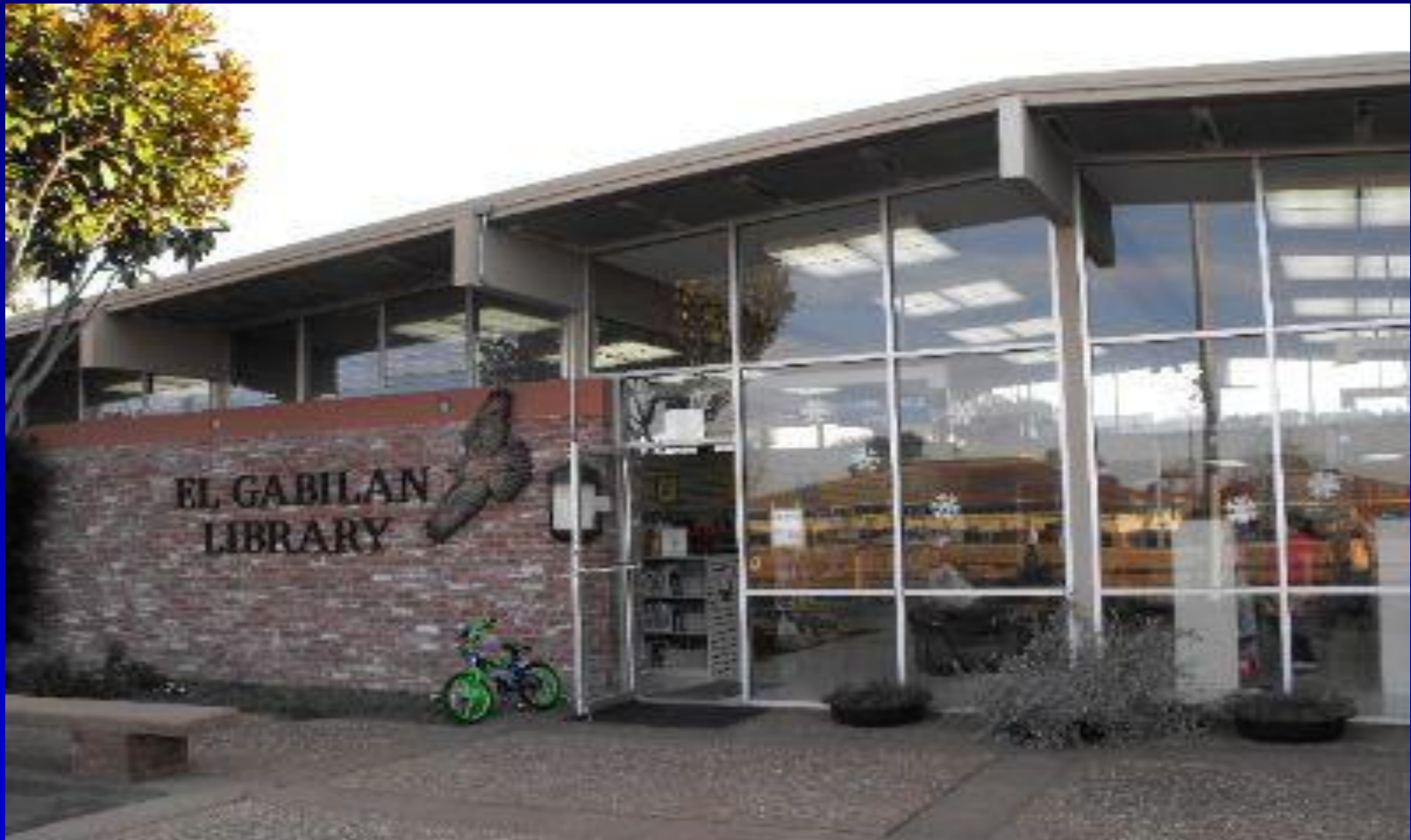


Photo Courtesy of Boston Public Health Commission



# Library Cards for All

*Salinas, CA*



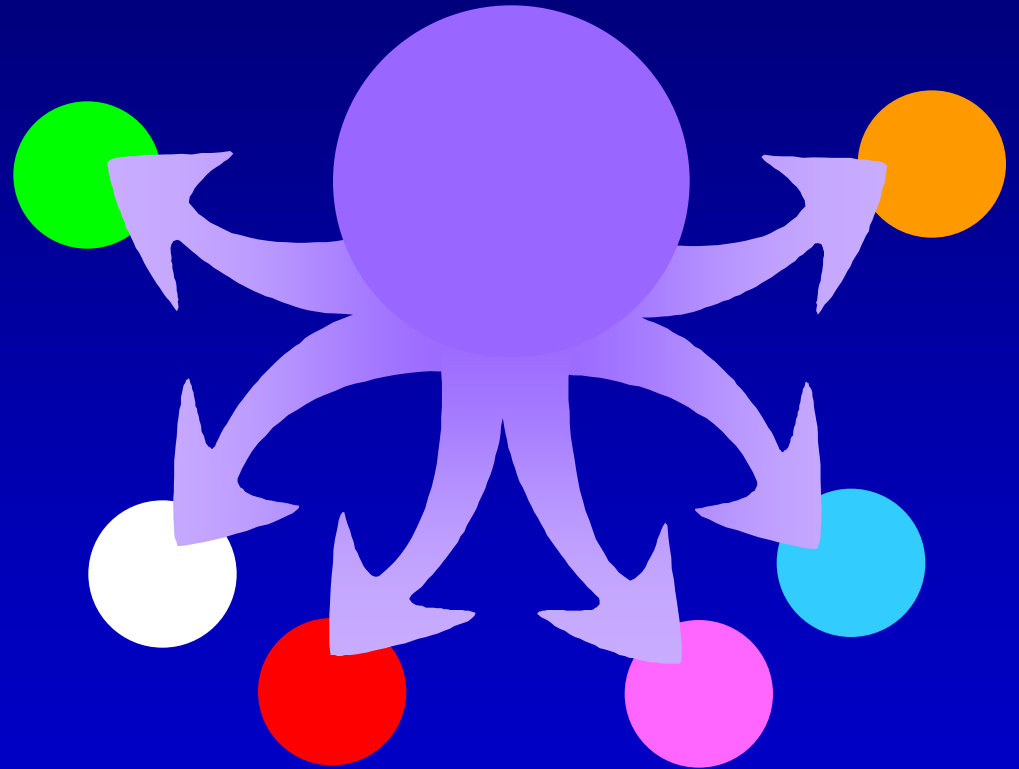


# Guidelines for Nutrition Standards and Quality Physical Activity in Day Care

*New York, NY*



**A good solution  
solves  
multiple  
problems.**



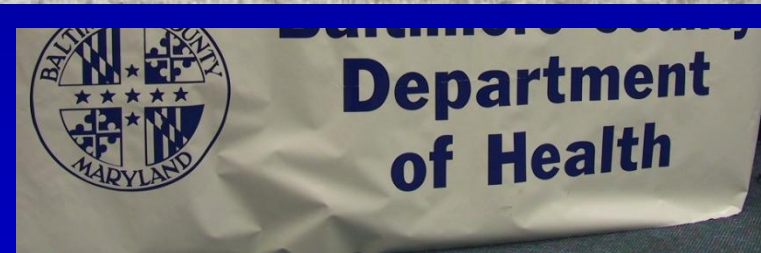
*Prevention Institute*

# Multi-field Solutions





# Health and Equity in all Policies



# Strategic Growth Council

**California Health  
and Human  
Services**

**Public  
Member**

**Office of  
Planning &  
Research**

**California  
Environmental  
Protection  
Agency**

**Natural  
Resources  
Agency**

**Business,  
Transportation,  
& Housing**



# Addressing the Intersection:

## *Preventing Violence and Promoting Healthy Eating and Active Living*



### ADDRESSING THE INTERSECTION:

#### Preventing Violence and Promoting Healthy Eating and Active Living

This document was prepared by Prevention Institute with funding from Kaiser Permanente

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Prevention  
and equity at the center of community well-being

**Safety &  
Preventing  
Violence**

**Healthy  
Eating &  
Physical  
Activity**



# The Intersection

---

- A) Violence and fear of violence affect individual *behaviors* related to healthy eating and active living.
- B) Violence and fear of violence diminish the *community environment*, reducing support for healthy eating and active living.



*“Reality and perception of violence are justifications for people not being outside or letting children outside, and not walking to places that they normally would”*

-Community Leader

# Safety through the Creation of a Community Bus System

*Detroit, MI*





# **Affordable Care Act**

# Causes of Death

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**Heart Disease**

**Cancer**

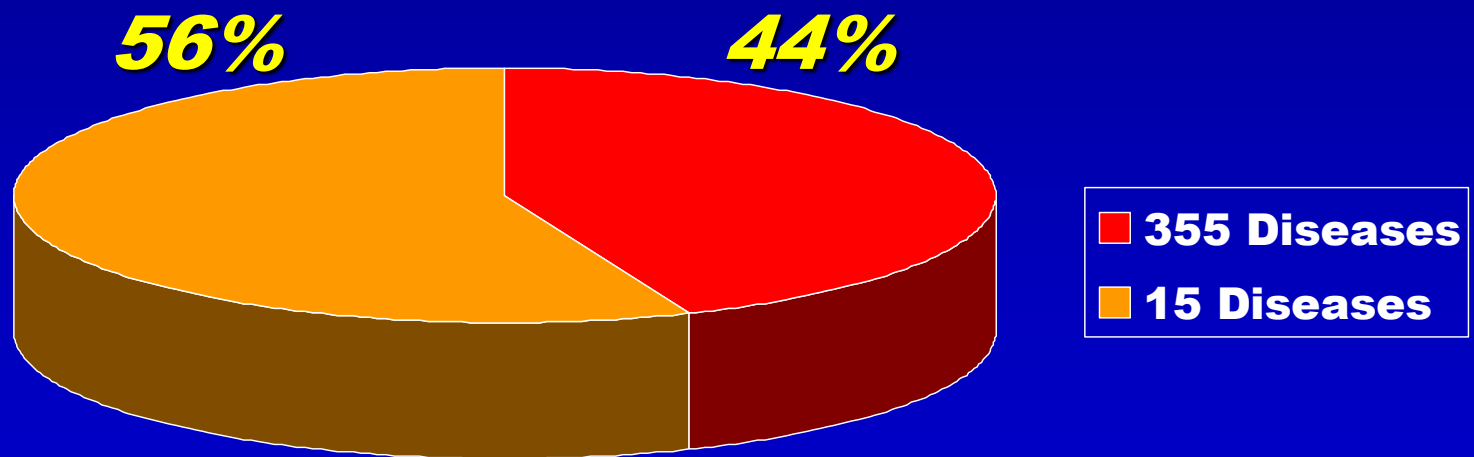
**Stroke**

**Diabetes**

**Injuries & Violence**

# A Majority of Costly Conditions are Preventable

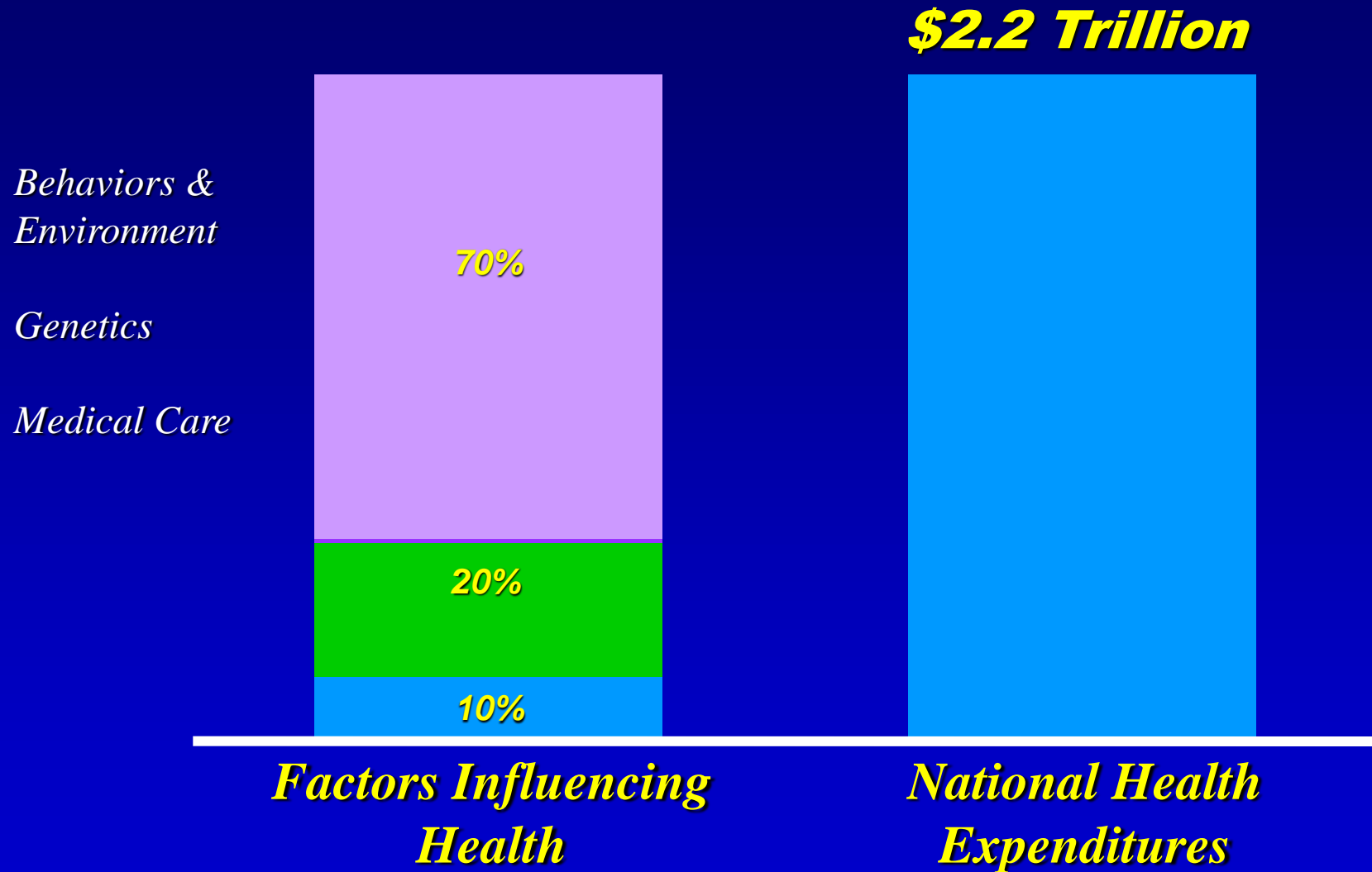
- ◆ Medical spending increased by \$199 billion (1987-2000)
- ◆ 15 diseases account for 56% of this increase





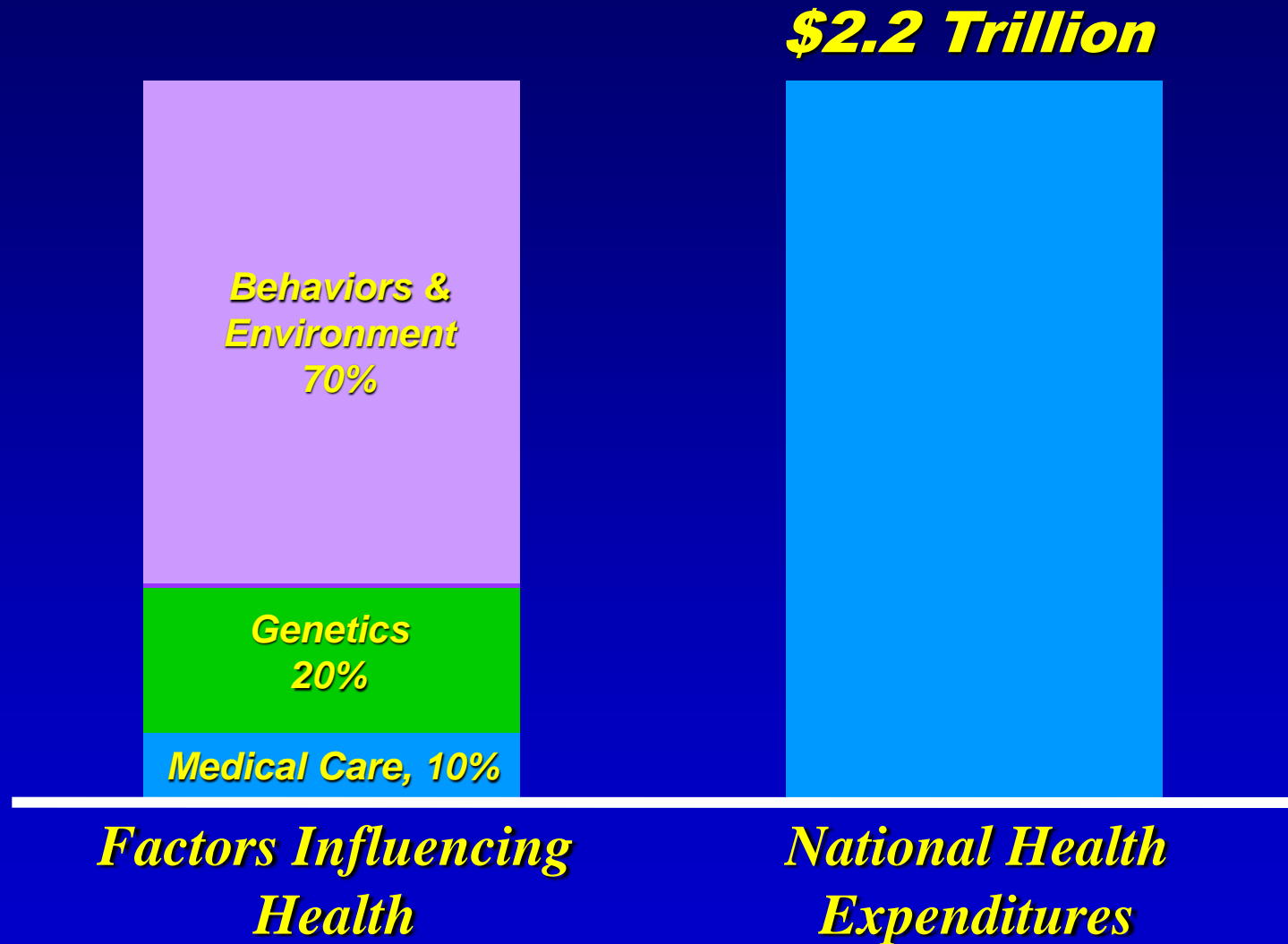
**Chronic disease treatment  
accounts for over 75% of  
national health  
expenditures.**

# Current Health Care Spending



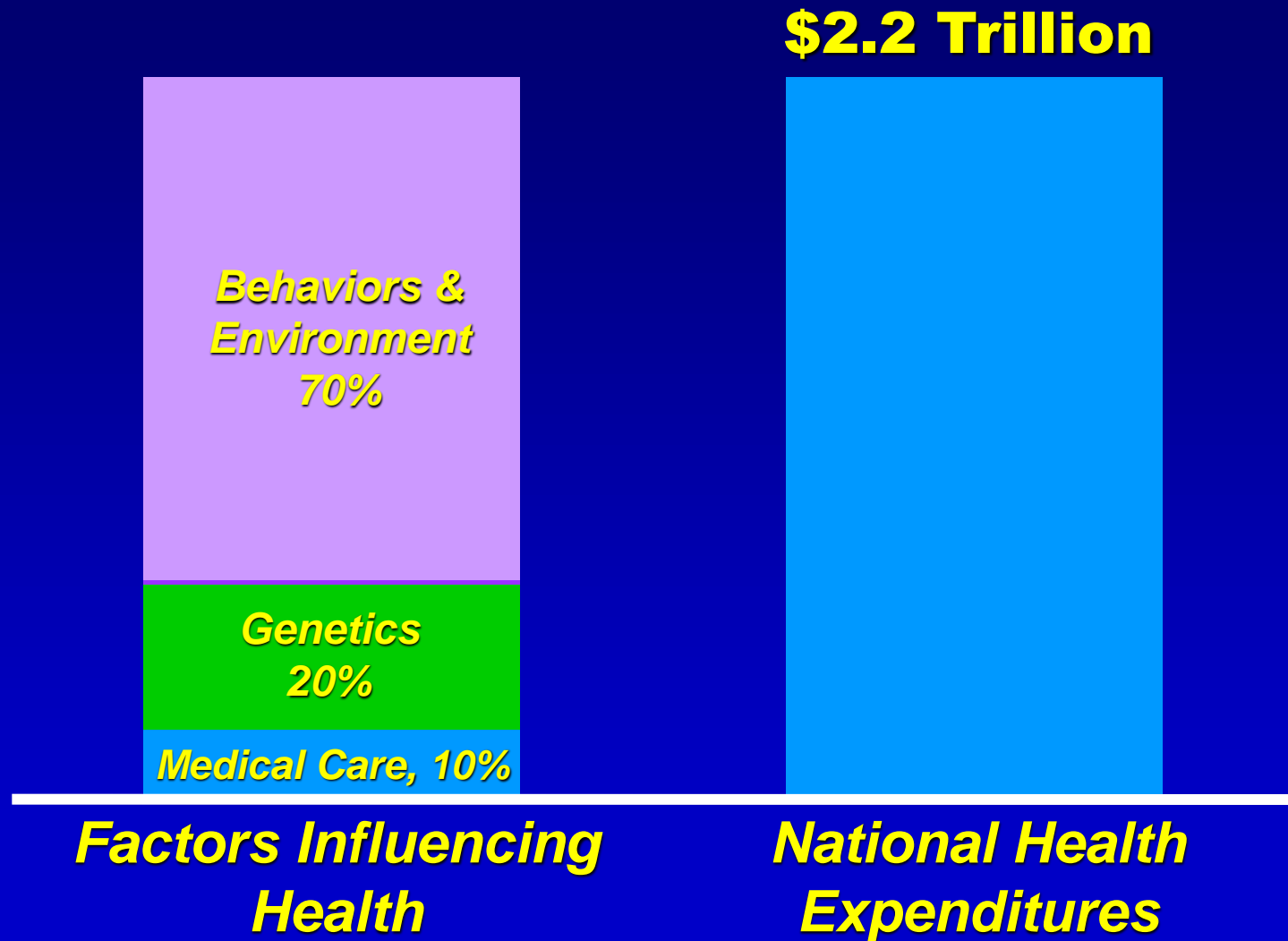
**Reference:** Centers for Disease Control and Prevention, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000

# Current Health Care Spending



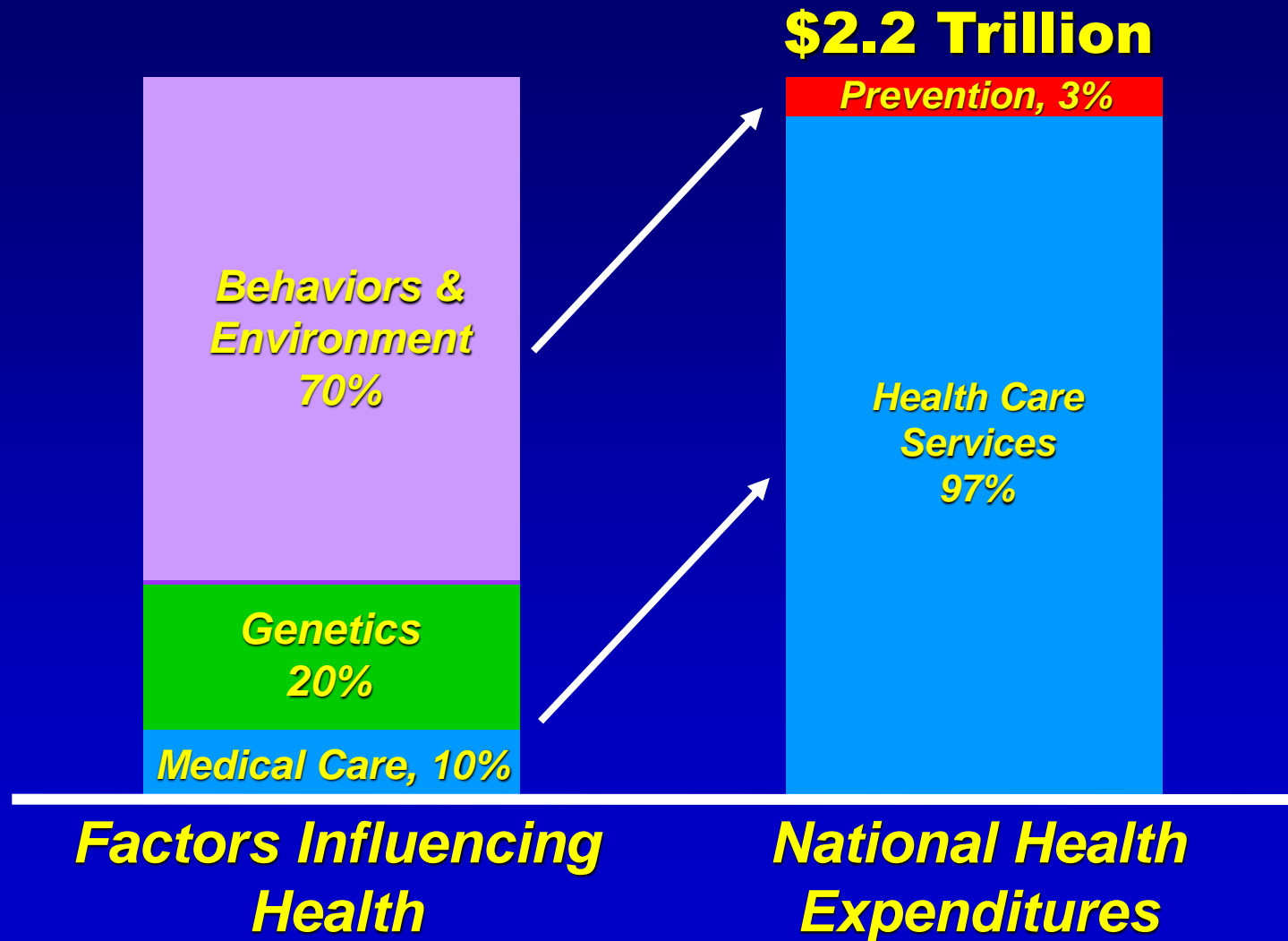


# Current Health Care Spending



**References:** Bipartisan Policy Center. "Lots to Lose: How America's Health and Obesity Crisis Threatens our Economic Future." June 2012

# Current Health Care Spending



ISSUE REPORT

# Prevention for a Healthier America:

INVESTMENTS IN DISEASE PREVENTION  
YIELD SIGNIFICANT SAVINGS,  
STRONGER COMMUNITIES



JULY 2008

PREVENTING EPIDEMICS.  
PROTECTING PEOPLE.

ISSUE REPORT

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INVESTMENTS IN DISEASE PREVENTION  
YIELD SIGNIFICANT SAVINGS,  
STRONGER COMMUNITIES



OCTOBER 2008

PREVENTING EPIDEMICS.  
PROTECTING PEOPLE.



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# Return on Investment with Prevention

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**\$1 Investment**

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# Return on Investment with Prevention

Savings at 2 years

<b>\$1</b>	<b>Return on Investment</b>
------------	---------------------------------

<b>\$1</b>	<b>Investment</b>
------------	-------------------

# Return on Investment with Prevention

**Savings at  
5 years**

**\$5.60**

**Return on  
Investment**

**\$1 Investment**

# Return on Investment with Prevention

Savings at  
5 years

**\$5.60**

Return on  
Investment

**\$1 Investment**

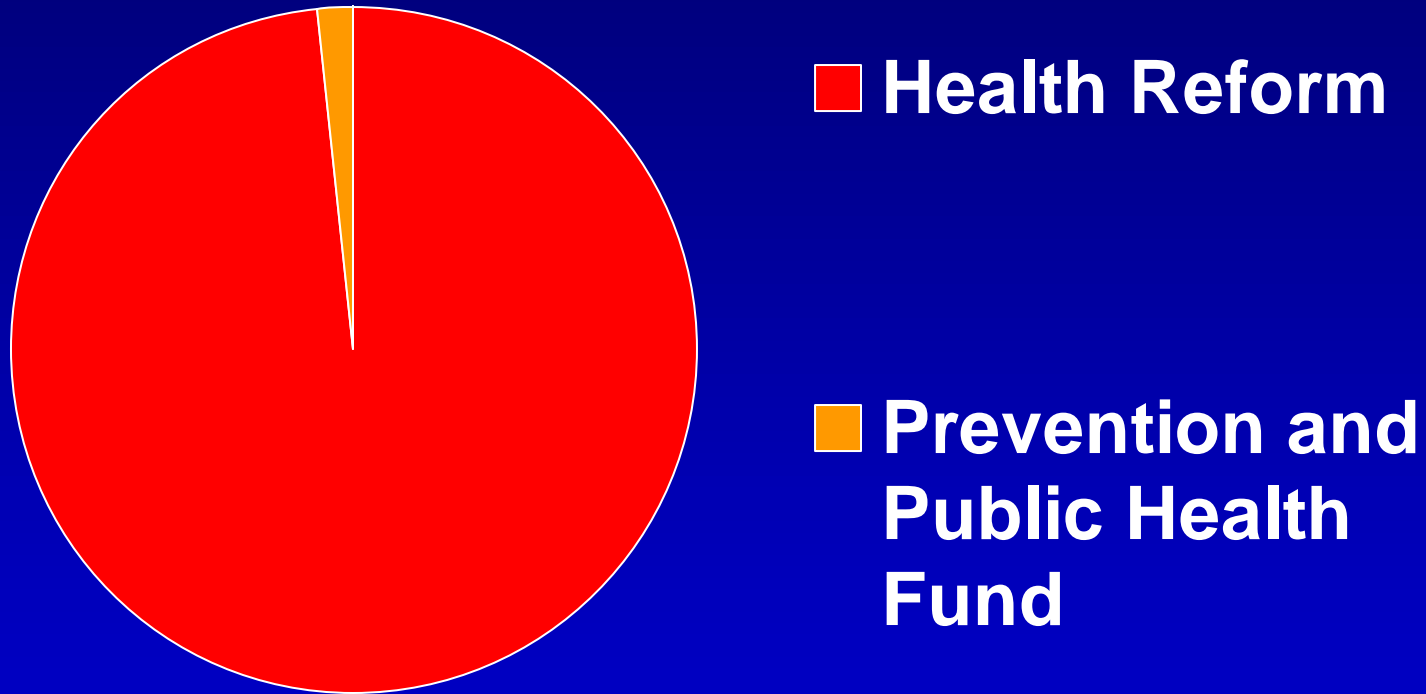
**\$16 Billion  
Annual Savings  
In 5 Years**

**“Simply put, in the absence of a radical shift towards prevention and public health, we will not be successful in containing medical costs or improving the health of the American people.” - *President Obama***





# Community Prevention: \$18.8 Billion over 10 years



# Opportunities for Prevention in Health Reform

---

- ◆ Prevention and Public Health Fund
  - ◆ Community Transformation Grants
- ◆ National Prevention Strategy
  - ◆ National Prevention, Health Promotion, and Public Health Council
- ◆ Center for Medicare and Medicaid Innovation
- ◆ Funding for Community Clinic Expansion

# **\$11 Billion for Community Health Center Expansion**



# Leveraging CMMI Resources as the Catalyst for Change





# Center for Medicare & Medicaid Innovation



# Integrated Approach

**Prevention**

**Health  
Services**





**Community-Centered  
Health Homes**

**Patient-Centered  
Health Homes**

**Medical  
Homes**

# Community-Centered Health Homes

## Community-Centered Health Homes

**Bridging the gap between health services and community prevention**

This document was prepared by Prevention Institute with funding from the Community Clinics Initiative (a joint project of Tides and The California Endowment)

**Principal authors:**

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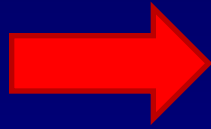
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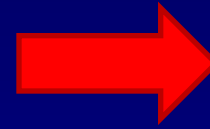


# Existing Clinician Skills

**PATIENT  
INTAKE**



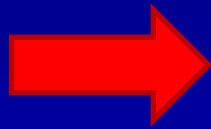
**DIAGNOSIS**



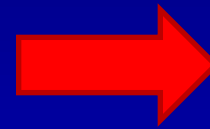
**TREATMENT**

## Transferable to Community Prevention

**INQUIRY**



**ANALYSIS**



**ACTION**

Capture and  
identify  
population  
level health  
trends

Analyze and  
prioritize  
relevant  
community  
conditions

Engage in  
advocacy and  
translate clinic  
priorities into  
action

# Kokua Kalihi Valley Comprehensive Family Services

*“The breath of the land is the life of the people.”*



Photo Credit: Ho'oulu 'Aina



# Inquiry



Photo Courtesy of Kokua Kalihi Valley Comprehensive Family Services



# Analysis



Photo Courtesy of Kokua Kalihi Valley Comprehensive Family Services



# Action



# Kokua Kalihi Valley Comprehensive Family Services

*“The breath of the land is the life of the people.”*



Photo Credit: Ho'oulu 'Aina

**“Health care is not just about getting people to see doctors.  
It’s to help people live more healthy lives.”**

- Mark Hamamoto,  
Community Development Coordinator  
Kokua Kalihi Valley Comprehensive Family Services



**“There is hope in  
dreams,  
imagination, and  
in the courage of  
those who wish to  
make those  
dreams a reality.”**

***--Jonas Salk***



# TOOLS



Photo credit: Emily Barney

[www.preventioninstitute.org](http://www.preventioninstitute.org)



# A Decade of Advocacy



The Strategic Alliance for  
Healthy Food and Activity Environments

Strategic  
Alliance  
Promoting healthy  
food and activity environments  
[www.preventioninstitute.org/  
strategic-alliance](http://www.preventioninstitute.org/strategic-alliance)

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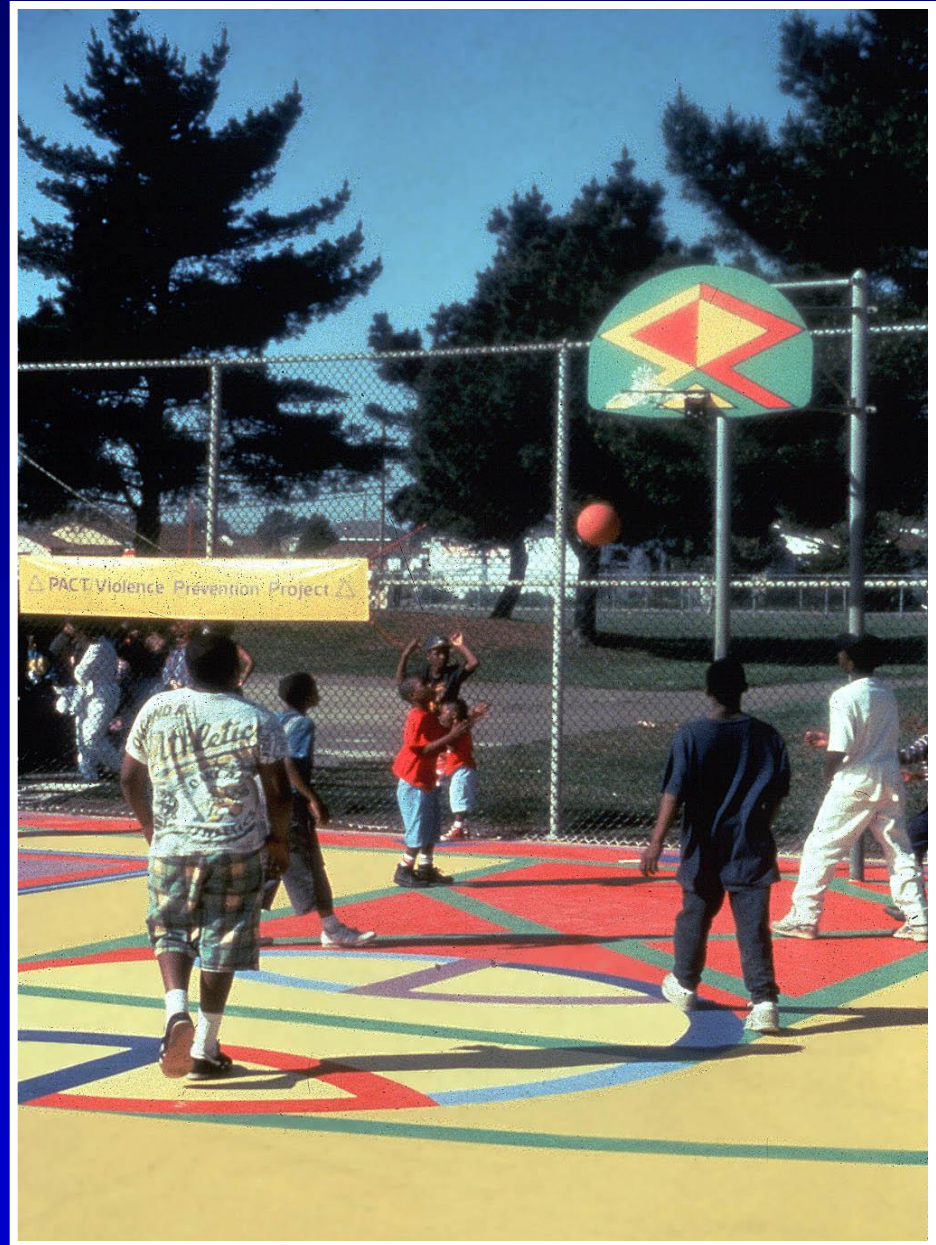
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[preventioninstitute.org/about-us-sa/our-accomplishments](http://preventioninstitute.org/about-us-sa/our-accomplishments)

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# THRIVE

**Tool for  
Health and  
Resilience  
In Vulnerable  
Environments**



<http://preventioninstitute.org/thrive/index.php>

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# **The Spectrum of Prevention**

**Influencing Policy & Legislation**

**Changing Organizational Practices**

**Fostering Coalitions & Networks**

**Educating Providers**

**Promoting Community Education**

**Strengthening Individual Knowledge & Skills**

# Developing Effective Coalitions: The 8-Step Process





# Collaboration Multiplier

## Collaborator 1

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 2

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

**Shared Outcomes**

**Partner Strengths**

**Joint Strategies**

## Collaborator 3

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**

## Collaborator 4

**Expertise:**


**Desired Outcomes:**

**Key Strategies:**

Prevention

# Addressing the Intersection:

## *Preventing Violence and Promoting Healthy Eating and Active Living*



**ADDRESSING THE INTERSECTION:**

Preventing Violence and Promoting  
Healthy Eating and Active Living

This document was prepared by Prevention Institute with funding from Kaiser Permanente

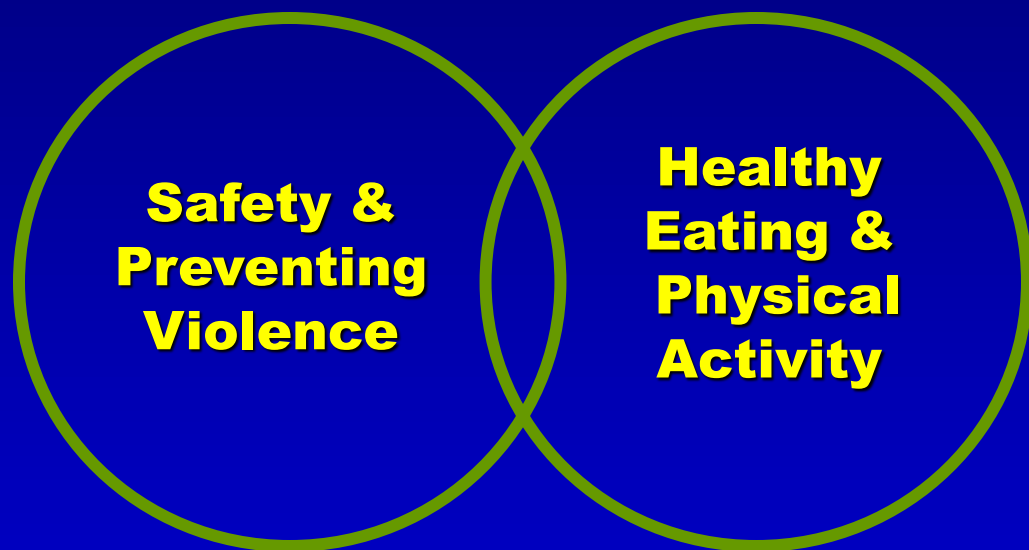
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S E C O N D   E D I T I O N

# PREVENTION IS PRIMARY



Strategies for Community Well-Being

LARRY COHEN | VIVIAN CHÁVEZ | SANA CHEHIMI  
EDITORS





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